

WHAT IS CLAIMED IS:

1. A substantially damp cleansing product comprising:
 - (i) a water insoluble substrate; and
 - (ii) a cleansing composition impregnated onto the substrate comprising:
 - (a) at least one lathering surfactant present in an amount sufficient to foam;
 - (b) water; andwherein the water is present at greater than 15% by weight of the product, but no higher than about 40%, and the composition having a viscosity as measured on a Haake CV 20 Rheometer with 30 mm profiled parallel plates at 23°C ranging from about 50 to about 300,000 cp.
- 15 2. The product according to claim 1 wherein the viscosity ranges from about 100 to about 250,000 cp.
- 20 3. The product according to claim 1 wherein the viscosity ranges from about 150 to about 100,000 cp.
4. The product according to claim 1 wherein the viscosity ranges from about 400 to about 10,000 cp.

5. The product according to claim 1 wherein the weight ratio of all lathering surfactants to water ranges from about 1:10 to about 5:1.
6. The product according to claim 1 wherein the at least one lathering surfactant is present in an amount from about 0.5 to about 60% by weight of total impregnated composition deposited upon the water insoluble substrate.
7. The article according to claim 1 wherein the water insoluble substrate is a sheet selected from a group consisting of non-woven, woven, hydro-entangled and air entangled substrates.
8. A substantially damp cleansing product comprising:
 - (i) a water insoluble substrate; and
 - (ii) a cleansing composition impregnated onto the substrate comprising:
 - (a) at least one anionic lathering surfactant present in an amount sufficient to foam;
 - (b) water; and
- 20 wherein the water is present in an amount of at least about 20% by weight of the product, but no higher than about 40%, and the composition having a viscosity as measured on a Haake CV 20 Rheometer

with 30 mm profiled parallel plates at 23°C ranging from about 50 to about 300,000 cp.

9. A substantially damp cleansing product comprising:

- (i) a water insoluble substrate; and
- 5 (ii) a cleansing composition impregnated onto the substrate comprising:
 - (a) from about 0.5 to about 60% by weight of the composition of at least one lathering surfactant;
 - 10 (b) water; andwherein the water is in an amount of at least about 20% by weight of the product but no higher than about 40%, and the composition having a viscosity as measured on a Haake CV 20 Rheometer with 30 mm profiled parallel plates at 23°C ranging from about 50 to about 300,000 cp.
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10. A substantially damp cleansing product comprising:

- (i) a water insoluble substrate; and
- (ii) a cleansing composition impregnated onto the substrate comprising:
 - 5 (a) from about 0.5 to about 60% by weight of the composition of at least one lathering surfactant;
 - (b) water; and

10 wherein the water is present in an amount of at least about 25% by weight of the product, but no higher than about 40%, and the composition having a viscosity as measured on a Haake CV 20 Rheometer with 30 mm profiled parallel plates at 23°C ranging from about 150 to about 100,000 cp.

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